



CHINA VISITORS SUMMIT

中国游客峰会

希腊·罗德岛
RHODES, GREECE
MAY 14-15, 2025, 2024



Report on China Visitors Summit (CVS) in Europe

May 14–15 (Rhodes, Greece)

@ Sheraton Rhodes Resort, Greece | Various locations in Greece

Event Overview:

The **China Visitors Summit (CVS) Europe 2025** brought together around **100 Chinese travel buyers** and **40 travel suppliers 12 countries** from European, central Asia and Middle Eastern countries. Held over two days at **Sheraton Rhodes Resort, Greece**, the summit facilitated **2160 face-to-face appointments**, fostering new business opportunities and strengthening the connection between Chinese and European travel markets.

The event aimed to enhance collaboration between Chinese travel stakeholders and European tourism suppliers, capitalizing on Europe's position as the **leading long-haul destination** for global Chinese travelers.

Participants

- **Chinese Delegation:**
Representing mainland China, Taiwan, and Hong Kong, the delegation included tour operators, travel agencies, and online platforms focused on outbound travel.
- **Travel Suppliers:**
Suppliers included representatives from hospitality, tourism attractions, transportation, museums, shopping, and other sectors, showcasing Europe's diverse appeal as a travel destination.

The following is an overview from the initial preparations to the conclusion of the event.

Key Highlights

Athens (May 10-11)

- **Arrival Day (May 10):** Delegates were warmly welcomed in Athens and introduced to the summit agenda.

- **Athens Tour Day(May 11):**
 - Cultural Experience at Vorres Museum



- Luxury Site Inspection & Lunch at Hotel Grande Bretagne and King George



- Interactive City Adventure: “Who Will Save Athens?”



- Cocktail and dinner Party at Roof Top Pool Bar Restaurant at Wyndham Grand Athens hotel



- **Rhodes Tour Day (May 12):**
 - Welcoming group at the airport and memorial presents to be offered from the Municipal Tourism department



- Visit to the Acropolis of Rhodes



- Dinner in Medieval city.



- **Rhodes Tour Day 2 (May 13):**

- Rhodes Cultural & Experiential Day Tour





- **CVS Matchmaking Day One (May 14)**

- The event commenced with an Opening Ceremony and a Keynote Address, setting the tone for two days of productive discussions.



- A packed schedule of business matchmaking sessions enabled suppliers to engage directly with buyers, fostering new partnerships.



- Casino Welcome Dinner Party



- **Day 2 (May 15):**

- Continued face-to-face appointments solidified partnerships and facilitated new agreements.



- Sunset cocktail party at Sheraton Rhodes Resort.



Key Outcomes

1. Strengthened Collaboration:

- The summit reinforced ties between Chinese travel stakeholders and European suppliers, laying the groundwork for increased inbound tourism from China.

2. Showcasing European Diversity:

- Suppliers highlighted Europe's diverse tourism experiences, from luxury accommodations to cultural landmarks, further solidifying its appeal to Chinese travelers.

3. Market Insights:

- Participants shared valuable insights into the preferences and trends shaping the Chinese travel market, helping suppliers tailor their offerings.

Next Steps

The success of the China Visitors Summit Europe underscores the potential for expanded collaboration. Looking ahead to 2026, plans are already in motion to build on this year's achievements, including exploring opportunities for the CVS event in Barcelona in autumn .

Conclusion

The China Visitors Summit Europe 2025 exemplified the growing synergy between Chinese and European travel industries. With its record number of face-to-face meetings and enthusiastic participation, the summit has set a strong foundation for future growth in Chinese inbound tourism to Europe.

- Video Montage: A highlight video is available for viewing and download on YouTube via this private link:

- Photo Bank: View and download photos from the event here:
<https://m.alltuu.com/album/2663255257/2650040355?menu=live>

Thank you once again for your continued support.

The China i2i Group Team